DOCUMENT RESUME

ED 452 458 CG 030 877

AUTHOR	Arnold, Jean; Weinerth, Nora
TITLE	Challenging Stereotypes: An Action Guide. Consumer Information Series, Volume 5.
INSTITUTION	Substance Abuse and Mental Health Services Administration (DHHS/PHS), Rockville, MD. Center for Mental Health Services.
REPORT NO	SMA-01-3513
PUB DATE	2001-02-00
NOTE	36p.
AVAILABLE FROM	CMHS Knowledge Exchange Network, 5600 Fishers Lane, Room 15-99, Rockville, MD 20857. Tel: 800-789-2647 (Toll Free). For full text: http://www.meantlhealth.org.
PUB TYPE	Guides - Non-Classroom (055) -- Reference Materials - Directories/Catalogs (132)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	*Bias; *Mass Media Role; Media Research; *Mental Disorders; Mental Health; Program Development; Social Action; *Social Discrimination

ABSTRACT

This booklet is intended to help decrease the barriers of prejudice toward people who have mental illnesses. It serves as an educational tool to eliminate the stigma associated with mental illness and to help develop anti-stigma or anti-discrimination programs. Increasingly, the media is doing a better job of breaking down the stereotypes associated with mental illness. Tools are provided in this publication to help promote fair, accurate, and balanced portrayals in the media. A seven-step guide is included on how to write an effective letter of complaint about unfair coverage of these issues in the media. Links are provided to groups with a common interest on the impact of widespread misconceptions on people who are coping with and recovering from mental illness. The 1999 surgeon general's call for action on mental health has invigorated a growing momentum to address the harm that prejudice and discrimination inflict upon millions. Anti-stigma and anti-discrimination work is critical. Through persistent, combined efforts, the mental health community can lead public opinion away from stereotypic thinking. A list of media directories for television, radio, and newspapers, and additional resources are included. (Contains 21 references.) (JDM)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 452 458

CHALLENGING STEREOTYPES

An Action Guide

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☐ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Mental Health Services
www.samhsa.gov

CG030877

BEST COPY AVAILABLE

CHALLENGING STEREOTYPES

An Action Guide

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Mental Health Services
www.samhsa.gov

ACKNOWLEDGMENTS

The authors, Jean Arnold and Nora Weinerth, wish to thank the media-watchers who assisted this project with their views in a preliminary survey about the need for anti-stigma work. Many thanks also are due to those whose letters appear in the guide as examples of persuasive media education.

The authors are deeply grateful to the mental health consumers, ex-patients/survivors, researchers, family members, editors, and mental health professionals whose experience, knowledge, and dedicated activism contributed to this project.

Special thanks are owed to the Center for Mental Health Services which supported this work, and to project officer Risa Fox and consumer affairs specialist Iris Hyman, who guided the project to completion.

DISCLAIMER

The content of this publication does not necessarily reflect the views or policies of the Center for Mental Health Services (CMHS), Substance Abuse and Mental Health Services Administration (SAMHSA), or the Department of Health and Human Services.

NOTE ON LANGUAGE

Emerging concepts in mental health require a vocabulary that accommodates change. The goal of this guide is language that is flexible and accessible to the general public.

PUBLIC DOMAIN NOTICE

All material appearing in this report is in the public domain and may be reproduced without permission from SAMHSA. Citation of the source is appreciated.

ACCESS TO PUBLICATION

This publication can be accessed electronically at: http://www.mentalhealth.org. For additional copies, call: CMHS Knowledge Exchange Network, 1-800-789-2647.

ORIGINATING OFFICE

Office of External Liaison, Center for Mental Health Services,
Substance Abuse and Mental Health Services Administration
5600 Fishers Lane, Room 15-99, Rockville, MD 20857

Funding has been provided by the
Center for Mental Health Services,
Substance Abuse and Mental Health Services Administration,
U.S. Department of Health and Human Services.

February 2001
DHHS Publication No. (SMA) 01-3513

U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services

Table of Contents

V FOREWORD

1 INTRODUCTION

3 WE MUST SPEAK OUT!
- 4 Seven Steps to Effective Letters
- 6 Examples of Actual Letters
- 8 Information You Can Use in Letters

9 DELIVERING YOUR MESSAGE
- 10 How to Find National and Local Media Addresses
- 12 Useful Media Directories
- 18 Lists of Key Media Sources

19 FOR MORE INFORMATION
- 20 Organizations
- 22 Web sites
- 23 Researchers
- 25 Books

27 CONCLUSION

29 SOURCES

Foreword

Prejudice, stigmatization, and discrimination are deeply embedded in our language, in our beliefs, and in the way we interact with one another. Though a mental illness is only one aspect of an individual's life, all too often the label alone bars that person from achieving a self-directed life with meaningful connections to his or her community.

This publication, *Challenging Stereotypes: An Action Guide*, is intended to help decrease the barriers of prejudice toward people who have mental illnesses. In the words of U. S. Surgeon General David Satcher, "We have allowed stigma and a now unwarranted sense of hopelessness about the opportunities for recovery from mental illness to erect these barriers. It is time to take them down."

Our goal in the early years of this new millennium is to eliminate the stigma that is now associated with mental illness. All avenues of public education must be used to overcome the misperceptions that belie the present-day realities of mental illness. This publication is just one educational tool to accomplish the task. We hope it will be useful to members and friends of the mental health community, and also to groups that develop anti-stigma/anti-discrimination programs.

Joseph H. Autry III, M.D.
Acting Administrator
Substance Abuse and
Mental Health
Services Administration

Bernard S. Arons, M.D.
Director
Center for Mental Health Services
Substance Abuse and
Mental Health
Services Administration

Introduction

Recovery from mental illness is a complex process. As with all serious illness, the well-being of recovering individuals is affected by the attitudes that surround them. Despite increasing sensitivity about most disabilities, mental illness all too often remains a target for ridicule and misrepresentation in advertising, entertainment, and the mainstream media.

Most of what we know as individuals comes not from personal experience, but from the stories that surround us from birth. In the past it was families, religious institutions, schools, and respected members of the community who instilled cultural attitudes. "Today, this is done by the mass media," says George Gerbner, founder of the Cultural Environment Movement, and a researcher whose career includes 30 years of monitoring the cultural impact of television on society.

Television is, in Gerbner's words, "the wholesale distributor of the stigma of mental illness." His research has shown that characters portrayed on television as having mental illnesses have four times the violence rate and six times the victimization rate of other characters. Gerbner notes that "Violence and retribution are shown as inherent in the illness itself and thus inescapable. No other group in the dramatic world of television suffers and is shown to deserve such a dire fate."[1]

The portrayal of mental illness in the movies is similarly distorted. In the late 1980s, Steven E. Hyler of Columbia University and his colleagues identified six categories of psychiatric characters in films: homicidal maniac, narcissistic parasite, seductress, enlightened member of society, rebellious free spirit, and zoo specimen. Hyler concluded that these predominantly negative stereotypes had a damaging effect on the viewing public and on the patients themselves, their family members, and policy makers.[2] More recently, Otto F. Wahl of George Mason University, an authority on public images of mental illness, found that in the decade from 1985 to 1995, Hollywood released more than 150 films with characters who have mental illnesses, the majority of them killers and villains.[3] There can be no doubt that Hollywood stereotypes are a large part of what people know, or think they know, about people with psychiatric vulnerabilities.

Newspaper reports about mental illness are often more accurate than the characters one sees in TV entertainment and movies. Still, people with psychiatric histories generally are reported negatively. In 1991, researchers Russell E. Shain and Julie Phillips, using the United Press International database from 1983, found that 86 percent of all print stories dealing with former mental patients focused on violent crime.[4] A 1997 British study found similarly skewed stories,[5] and a 1999 German study (to be published) concludes that selective reporting about mental illness causes audiences to distort their view of the "real world."[6]

Media stereotypes of persons with mental illness as villains, failures, buffoons — together with the misuse of terms like "schizophrenia" and "psychotic" in negative contexts — have far-reaching consequences. On the most deeply personal level, biased stereotypes damage the sense of self-worth of millions of persons diagnosed with serious psychiatric illnesses. On the social and economic levels, negative stereotyping may result in large-scale discrimination

against an entire class of people in the areas of housing, employment, health insurance, and medical treatment.

Increasingly, the media are doing better work; at times, their efforts are excellent. Diana Ross's moving and realistic portrayal of schizophrenia in *Out of Darkness*, an ABC television drama[7], was praised by mental health activists. "Good" characters with mental illness are appearing from time to time in prime-time television entertainment. In an outstanding documentary for *Dateline NBC*, John Hockenberry followed for two years the uneven course of recovery of a young man with schizophrenia.[8]

Feature stories about the achievements of individuals diagnosed with mental illness — such as *Newsweek's* account of Tom Harrell,[9] a jazz trumpet star; *The San Diego Union-Tribune's* account of pro golfer Muffin Spencer-Devlin;[10] and a *New York Times* business section feature about John Forbes Nash, Jr., the winner of a Nobel Prize for economics[11] — also help shatter stereotypes. A *New York Times Magazine* cover story, for example, brought new understanding to a highly publicized homicide when it chronicled a young man's search for help in a crumbling mental health system.[12]

And increasingly, people with first-hand experience of mental illness are writing books, appearing on television news and talk shows, producing documentaries and radio programs, and contributing articles to the print media.

The disparity between mental illness as it is perceived by much of the public and mental illness as it is lived and experienced is a gulf to be bridged. In his 1999 landmark report to the Nation on mental illness and health, Surgeon General David Satcher called on America to tear down the barriers of prejudice that block access to services and recovery.[13] Nothing short of a national commitment to de-stigmatize mental illness will achieve this goal.

We Must Speak Out!

The purpose of this section is to provide you with some tools to help you promote fair, accurate, and balanced portrayals of mental illness in the media. Your voice does make a difference.

Whether you handwrite it, type it, dictate it, or e-mail it, it's your passion and knowledge that persuade, that get your letters read (and published), and that change hearts and minds.

SEVEN STEPS TO WRITING AN EFFECTIVE LETTER OF COMPLAINT

1. OPEN WITH YOUR PURPOSE AND EXPRESS YOUR FEELINGS

The purpose of this letter is...

- to let you know...
- to suggest...
- to express my disappointment with...
- to protest...
- to condemn...

2. DOCUMENT THE SOURCE OF YOUR COMPLAINT

- your editorial...
- your article...
- your television program...
- your film...

...that appeared on (date) under the title of (name of the editorial, article, program, or film)

3. SAY WHO YOU ARE

- As a reader, viewer/fan who has a psychiatric disability...
- As the family member of a wonderful young woman who has a...
- As the administrator of a program for persons who...

BEST COPY AVAILABLE

4. SAY WHAT UPSET YOU AND THE HARM IT DOES

I can tell you that...

- your joke made me cry from pain and anger...
- your headline made my blood boil...
- you are misleading the public about...

5. ADD SOME INFORMATION ABOUT PSYCHIATRIC DISABILITIES

I can also tell you that...

- negative stereotypes profoundly affect attitudes towards persons with mental illness. A 1990 study found that two out of three people surveyed get their information about mental illness from the media — not doctors or other professionals.

6. SAY WHAT YOU WANT DONE

I implore you to stop...

- the slurs and jokes...
- the sensational headlines...
- the exploitation...

You can address any harm done by accurately reporting...

7. EDUCATE!

I enclose...

- educational material about...
- information about our program...
- an article about...

HERE ARE SOME EXAMPLES OF ACTUAL LETTERS, WRITTEN BY REAL-LIFE PEOPLE

HERE IS A LETTER TO A NEWSPAPER CONCERNING AN OFFENSIVE CARTOON

Regarding the cartoon on your editorial page yesterday, the use of the words "paranoid schizophrenic" and the man in the straitjacket are very offensive. Apparently the person who authored this cartoon knows nothing about mental illness. Paranoid schizophrenia is a very serious mental illness, and it is nothing to make jokes about.

The media is guilty of using this term indiscriminately. One in four families is affected by a mental illness. None of us has to look very far to know someone who has been touched by this disease.

I hope the people who are guilty of using these terms will educate themselves.

HERE IS A LETTER TO A TELEVISION NETWORK ABOUT A STIGMATIZING EPISODE OF A SITUATION COMEDY SHOW

I am writing to express my deep disappointment that your network plans to rebroadcast an episode of the *Drew Carey Show* (August 20, 1997) that many of us in the mental health and vocational rehabilitation community find highly objectionable. This episode reinforces the widespread perception that persons with mental illness are dangerous, that employing people with a history of mental illness or being friendly with people with a history of mental illness is likely to end in violence, and that people with mental illness are to be kept away from the rest of society as much as possible. Having made the mistake twice now, the show simply chooses to ignore the criticism, rebroadcasts the offending episodes, and moves forward.

HERE IS A LETTER TO A NEWSPAPER ABOUT AN OFFENSIVE OBITUARY.

Your Oct. 7 obituary of Margaret Mary Ray does a great disservice to Ray and to the millions of other people with mental illnesses. Focusing on Ray's unusual behaviors, it encourages the public to think of those with mental illnesses more as a bundle of frightening symptoms than as complex human beings, like others, with background and roots and even accomplishments unrelated to her mental illness.

In Ray's obituary, readers learn of her stalking of David Letterman, her imprisonment, and her institutionalization — circumstances that are appropriately reported as part of the history that brought her to public attention. In contrast to the more traditional obituaries, however — such as the one just below hers — no information about other aspects of her life is given. The other obituary tells of the deceased woman's occupation and education. No information about education and occupation is provided for Margaret Mary Ray. The other obituary names a home town and tells a little about the woman's early life. No such information is provided for Ray. Readers are told of survivors who will mourn the other woman's passing. Ray's obituary ends only with a retelling of a joke about her from the Letterman show.

Just because someone's mental illness has led her to jail, hospitalization and finally suicide does not mean that she should be treated as less fully human than others. Margaret Mary Ray — as all those who have psychiatric disorders — deserves recognition of a life and an identity beyond mental illness.

HERE IS A "GENERAL PURPOSE" EDUCATIONAL LETTER TO A NEWSPAPER

In the past 2½ years, two sons and a daughter of three of my friends have died from the same type of illness that afflicts my son. Two of these

BEST COPY AVAILABLE

people committed suicide. The other was psychotic and thought he could swim across Budd Inlet. He made it less than halfway.

The oldest of these three young people was 30. All had serious mental illness. Can you imagine how I feel when mental illness is mocked or trivialized?

The current ad campaign for Denny's Grand Slam Breakfast is a prime example of trivializing serious mental illness. Every time I hear or see the ad, it churns my stomach and makes me want to cry. Saying, "You must be out of your mind," says, in essence, "You must be out of touch with reality." Being out of touch with reality means being in psychosis. People who suffer from psychosis suffer. And people who love people who suffer from psychoses also suffer.

The "Happy Meal" boxes currently at McDonald's are another example. They feature "Animaniacs," which, I understand, is a Warner Bros. Saturday morning cartoon starring Wakko and Yakko. I'm sure it is not the intention of McDonald's or Warner Bros. that, the next time my son has a relapse of his illness, his niece and nephews should laugh at him instead of worrying about him. That is certainly not their intention, but it could well be the result.

I know there's a lot of talk now about "political correctness" and I know that people are about fed up with it. I'm not talking about political correctness. I'm talking about compassion and consideration for people in deep pain. As painful as psychoses can be, I've heard more than one person with serious mental illness say that the stigma is worse than the illness.

Please, these illnesses can strike in any family. They generally hit people in their late teens or early twenties — just as a person is about to begin to fulfill his dreams.

Please teach your children compassion for people with serious illness and join me in letting advertisers know that any attempt to sell products at the expense of other people's pain is no longer funny.

HERE IS A LETTER TO A NEWSPAPER ABOUT THE USE OF STEREOTYPICAL LANGUAGE.

The first sentence of your April editorial, "Painful Lessons," describes the bombers of the Oklahoma City Federal building as "deranged individuals." How interesting that this is the nastiest thing you can think of to say about them! Once again the press has equated mental illness with violent evil acts.

Nowhere in the editorial, or other media reports of the Oklahoma bombing, is there any indication that the suspects are people with psychiatric disabilities. Indeed, like others described in your editorial who committed evil acts, they are political fanatics who do not value human life.

When I phoned my ex-roommate last month to wish her happy birthday, she told me a horror story all too common for those of us with psychiatric labels. When she sought treatment at a psychiatric emergency ward, this small gentle person was assaulted twice by staff. Her insistence on specifying which medications she would take got her labeled "non-compliant." Then, after the family minister was fooled into leaving, they jumped her. After breaking her wrist in three places, they injected her with huge amounts of mind-paralyzing drugs. She awoke from the drug haze in "four-point restraint," with her wrist swollen double its usual size, and in severe pain.

Labeling the acts of violent political or religious fanatics the work of "deranged individuals" directly feeds the prejudice which led to the assault on my friend.

All letters printed with permission.

INFORMATION YOU CAN USE IN LETTERS

SERIOUS MENTAL ILLNESSES, a term applied to mental disorders that interfere with some area of social functioning, affect over 10 million adults (5.4 percent of the adult population).[1] Though the illnesses are treatable and many people lead productive lives before and after the illness, the stigma and discrimination imposed by society discourage treatment and impede recovery. Two-thirds of the 44 million Americans who have diagnosable mental disorders do not seek treatment.[2]

PSYCHOSIS is a term used to indicate thinking disruption and altered perceptions of reality. Psychosis can occur during an acute phase of schizophrenia, manic-depression, or major depression, and is generally treatable. "Psychotic" does not mean sinister or violent. The term "psychotic" is often misused in articles, novels, television dramas, and movies to describe characters with a pattern of heinous behavior. This error spreads confusion about the nature of psychosis and adds to prejudice.

SCHIZOPHRENIA is a diagnostic term applied to a serious, treatable illness that will affect one out of every 100 Americans. The illness responds best to early, supportive treatment. Over time, many people learn successful ways of managing even severe symptoms to moderate their disruptiveness to daily life.[3] Schizophrenia is not split or multiple personality. The word should be used only in appropriate medical contexts to reduce public confusion.

MAJOR DEPRESSION, also called major unipolar depression, is the leading cause of disability in the United States and worldwide.[4] It affects one in 15 Americans in any given year. The suicide rate is 6 times higher for persons with diagnosable depression than for a person without the illness.[5] With appropriate treatment, 80 percent of those affected can improve.[6]

MANIC-DEPRESSION, also called bipolar disorder, is a treatable condition causing disabling mood swings that will affect one in 100 Americans. Determining the proper medication requires persistence and patience.[7] Studies show that without treatment the illness leads to suicide in nearly 20 percent of cases.[8] Manic-depressive illness, major depression, and schizophrenia are complicated when combined with alcohol or substance abuse.

RECOVERY from a serious mental illness may take months or years. Progress toward recovery is aided by recognizing symptoms and seeking early help, appropriate medical care, social and housing supports, guidance in managing symptoms, access to crisis support, and rehabilitation options.

Delivering Your Message

After you have written a letter, where do you send it? This section is intended to give you the information you need to guide your message to its destination.

The Internet is helpful in providing Web home pages. There you are likely to find E-mail addresses urging Internet users to "contact us." (Mailing addresses and phone numbers, however, are rarely listed.)

Gradually you will develop your own list of useful contacts, allowing you to keep abreast of changes that occur often in the communications field.

CONTACTING THE NATIONAL MEDIA

This section contains lists to simplify locating addresses for the major national media. Because of rapid changes in the media industry, it's a good idea to double check any personal names before using them.

A media list of your own is perhaps the best way to have frequently needed contact information at your fingertips. You will see it develop gradually as you write letters or E-mail your views to the media.

NATIONAL NEWSPAPERS

The most likely reason for getting in touch with a national newspaper is to respond to an article or column — typically, with a letter to the editor intended for publication. Letters to the editor are sent to the address listed on the editorial page. But lots of letters don't get published because of limited space. If you can, send copies of your letter to the reporter, columnist, or critic who wrote the article, and also to the executive editor of the paper who will forward it down the line. You may also send copies of letters to the appropriate section editor — news, editorial, arts and entertainment, health and science, lifestyle, business, or magazine section. Even if your letter is not published, it will deliver its message to important people. A call to the newspaper is the easiest way to get the names and numbers of the editors and critics.

NATIONAL MAGAZINES

Most magazines give contact information in their Letters to the Editor section. They also list their E-mail and Web sites.

NATIONAL BROADCAST MEDIA: TV, CABLE, RADIO

The addresses and phone numbers of major broadcasters are listed in this section. Address letters to President, or call the main operator for the chief executive's name. If you wish to write to the program's producer, his or her name will appear in the broadcast credits. For the phone number of a particular national program, call the national broadcaster's main operator. Another way to get contact information is from a local affiliate of the national broadcaster. If none of these options work, call your library and see if they give reference information over the phone. If you go to the library, a media directory such as the *Gale Directory of Publications and Broadcast Media* would be the place to look. Lastly, there may be a Viewer Comment option on the national broadcaster's Web site.

CONTACTING THE LOCAL MEDIA

The place to start, when looking for contact information for a local media organization, is probably the newspaper or broadcast itself. All of your comments, in praise or in protest, will interest the journalist who covered the story.

If you read it in the newspaper, take down the name of the reporter who wrote the story. If you'd like to speak with him or her, look for the newspaper's telephone number — it's on the editorial page or near the beginning of the newspaper — and ask the operator to connect you. Try not to call after 4:00 P.M., as that's when reporters are feeling the most pressure to finish their stories. If you'd like to write a letter to the editor, ask the operator for the name of the Editorial Page editor (and, if you wish, the fax number). It's always a good idea to address this editor — like all editors — by name.

If you have something to say about a headline, news story, or feature article, send a copy of your letter to the executive editor. To comment on an advertisement, write to the publisher. Their names are listed on the masthead in the editorial section of the paper.

If you heard it on the radio or saw it on TV, following up may take a few extra steps. Your local telephone directory is probably the place to start looking for contact information. Radio and TV stations have "call letters" and these are usually listed alphabetically in the directory. When you call, you'll probably get the station's operator. Ask him or her for the information you need. Operators are typically polite and try to be helpful.

Radio stations have station managers. Television programs have producers. These are the people you want to reach when you have something important to say. Get their names, addresses, and phone numbers.

If, when you call a radio or TV station, you learn that a particular segment of a news report, or any other program, originated elsewhere, find out where. Ask for the name of the media organization that provided the segment. Try to get a name there, a phone number, or address so you can follow up.

Broadcast networks often have Viewer Comment voice-mail numbers. Taped comments are an excellent way to convey your message, since broadcasters rely on feedback from their audiences. If you wish, you can call back after planning what you want to say.

LOCATING DIFFICULT-TO-FIND MEDIA

When looking for information, it's best to begin right in your home or office with your local telephone directory or the Internet. If the information you seek needs a bit more digging to uncover, the place to go is your local library. Many community libraries offer telephone reference services — a luxury worth exploring.

At the library, chances are you will see a media directory on the reference shelves. The best come in several volumes, and they are very complete. They are also expensive. Do not be disappointed, then, if the volumes your library owns are well-thumbed and a few years out of date. Instead, start digging. Even older media directories are crammed with useful information. Your trip to the library will be productive enough for you to be able to follow up at home with phone calls.

The most complete media directories are: *Bacon's Newspaper Directory*, *Bacon's Magazine Directory*, and the *Gale Directory of Publications and Broadcast Media*.

BACON'S NEWSPAPER DIRECTORY. This is a very comprehensive directory of national dailies, major news services and syndicates, newspaper publisher chains, Sunday supplements, plus local dailies, semiweeklies, and monthlies. Newspapers are listed alphabetically, by State and city.

Contact information typically includes general phone and fax numbers, as well as the names and telephones of editors, writers, and critics. This contact information is also given for domestic bureaus of national dailies and major news services.

BACON'S MAGAZINE DIRECTORY. The publications are organized according to markets (women's, health and fitness, and so forth) with classifications corresponding to contents (e.g., advertising, radio, and TV).

Contact information includes general phone and fax numbers, often E-mail and Internet addresses, and the names and telephone numbers of editors, news writers, and critics.

Magazine publishers that own three or more magazines are listed under "Multiple Magazine Publishers."

GALE DIRECTORY OF PUBLICATIONS AND BROADCAST MEDIA. This directory lists national newspapers, magazines, TV and radio

networks, newspaper and radio news services, and cable systems (C-Span, CNN/Headline News, etc.). It also lists local dailies, weeklies, monthlies, and free newspapers; local TV and radio stations, and trade publications.

Contact information includes the names of editors and writers for newspapers and magazines, and key personnel (such as station owners and managers) for local radio and TV stations, plus phone/fax numbers, mailing addresses, and E-mail addresses.

Newspapers are arranged geographically, by States and cities; magazines, by State and type (entertainment, health and fitness, mental health). Radio stations are grouped by type (classical, talk radio, public radio), with entries appearing geographically, by States and cities, with call letters and frequencies on the dial. Trade publications are arranged by subject (advertising, music, psychology) and, within subject, by States and cities.

OTHER USEFUL DIRECTORIES

THE DIRECTORY OF BUSINESS INFORMATION RESOURCES lists associations, newsletters, magazines and journals, tradeshows, directories, and databases. These are grouped alphabetically, by industry (example: advertising, communications and media).

PROFESSIONAL/TRADE/ASSOCIATIONS DIRECTORIES. Media and other industry associations often have codes of conduct that their members agree to observe. Possible violations of these codes can be brought to the attention of the top decision makers of the organization. They can also be prevailed upon to educate their members.

ENCYCLOPEDIA OF ASSOCIATIONS. This directory of professional, trade, and other groups lists organizations by State. Contact information includes the executive director's name.

MEDIA DIRECTORIES (INTERNET)

AJR Newslink
http://ajr.newslink.org
This is a directory of broadcast and print media. A joint venture of the American Journalism Review and Newslink Association.

Internet Movie Data Base (IMDB)
www.imdb.com
This site gives information about all aspects of present, past, and future movies. An Amazon company.

Knowledge Exchange Network (KEN)
www.mentalhealth.org
This site's newsroom posts a daily survey of mental health news on the Internet.

Mr. Showbiz
www.mrshowbiz.go.com
Furnishes news of movies, TV, and show biz.

News Index
www.newsindex.com
An index of news and news sources. Use "search" for news about mental illness/health.

The News Directory
www.newsdirectory.com
A directory of newspapers, magazines, and television stations.

Yahoo (See News & Media)
www.yahoo.com
A catalog of media sources, with information about them.

Zap2it.com!
www.zap2it.com
This site posts TV and movie information. Published by Tribune News Services.

TELEVISION, CABLE & RADIO NETWORKS

TELEVISION NETWORKS

ABC-TV
77 West 66th Street
New York, NY 10023-6298
Tel: 212-456-7777, Fax: 212-456-4866
Web: www.abc.com

ABC-TV (Entertainment Division)
2040 Avenue of the Stars
Los Angeles, CA 90027
Tel: 310-557-7777, Fax: 310-557-7170

CBS-TV
51 West 52nd Street
New York, NY 10019
Tel: 212-975-4321, Fax: 212-975-6488
Web: www.cbs.com

CBS-TV (Entertainment Division)
7800 Beverly Boulevard
Los Angeles, CA 90036
Tel: 323-575-2345, Fax: 323-653-8266

FOX-TV
10201 West Pico Boulevard
Los Angeles, CA 90035
Tel: 310-369-1000
Web: www.fox.com

NBC-TV
Rockefeller Plaza
New York, NY 10112
Tel: 212-664-4444
Web: www.nbc.com

NBC-TV West Coast
3000 West Alameda Avenue
Burbank, CA 91523
Tel: 818-840-4444, Fax: 818-840-6000

Public Broadcasting System
1320 Braddock Place
Alexandria, VA 22314-1698
Tel: 703-739-5000, Fax: 703-739-0775
E-mail: jdoe@pbs.org
Web: www.pbs.org

UPN Network (United Paramount)
11800 Wilshire Boulevard
Los Angeles, CA 90025
Tel: 310-575-7000
Web: www.upn.com

Warner Brothers Network
1325 Avenue of the Americas
New York, NY 10019
Tel: 212-636-5000
Web: www.wb.com

CABLE NETWORKS

A & E Networks
235 East 45th Street
New York, NY 10017
Tel: 212-210-1400
Web: www.aande.com

CNBC
2200 Fletcher Avenue
Fort Lee, NJ 07024
Tel: 201-585-2622, Fax: 201-585-6393
Web: www.cnbc.com

CNN
One CNN Center
Box 105366
Atlanta, GA 30348-5366
Tel: 404-827-1500
Web: www.turner.com or www.cnn.com

Comedy Central
1775 Broadway
New York, NY 10019
Tel: 212-767-8600, Fax: 212-767-8592
Web: www.comedycentral.com

Court TV
600 Third Avenue, 2nd Floor
New York, NY 10016
Tel: 212-973-2800
Viewer Comment: 800-COURT 56
E-mail: courttv.com
Web: www.courttv.com

Discovery Channel
641 Lexington Avenue
New York, NY 10022
Tel: 212-751-2120, Fax: 212-751-3707
Web: www.discovery.com

Disney Channel
Burbank Center
3800 West Alameda Avenue
Burbank, CA 91505
Tel: 818-569-7500
Web: www.disney.com

Home Box Office (HBO)
1100 Sixth Avenue
New York, NY 10036
Tel: 212-512-1000, Fax: 212-512-1451
Web: www.hbo.com

MTV Networks
1515 Broadway
New York, NY 10036-5797
Tel: 212-258-8000
Viewer comment: 212-258-8700
Web: www.mtv.com

Nickelodeon
1515 Broadway
New York, NY 10036-5797
Tel: 212-258-7500
Viewer comment: 212-846-4220
Web: www.nick.com

Showtime Networks, Inc.
1633 Broadway
New York, NY 10019
Tel: 212-708-1600, Fax: 212-654-1212
Web: www.showtimeonline.com

USA Network
152 West 57th Street
New York, NY 10019
Tel: 212-314-7300
Web: www.USAnetwork.com

RADIO NETWORKS

ABC Radio Network
444 Madison Avenue
New York, NY 10022
Tel: 212-735-1700, Fax: 212-735-1799
Web: www.abcradio.com

CBS Radio Networks
524 West 57th Street
New York, NY 10019
Tel: 212-975-4321, Fax: 212-975-6347
Web: www.cbsradio.com

CNN Radio Network
One CNN Center, Box 105366
Atlanta, GA 30348-5366
Tel: 404-827-1500
E-mail: cnn.radio.turner.com
Web: www.cnn.com/audioselect

National Public Radio (NPR)
635 Massachusetts Ave, NW
Washington, DC 20001-3753
Tel: 202-414-2000, Fax: 202-414-3329
Web: www.npr.org

TELEVISION NEWS PROGRAMS

ABC World News Tonight
47 West 66th Street
New York, NY 10023
Tel: 212-456-4040, Fax: 212-456-2795
Web: www.abcnews.com

ABC Good Morning America
147 Columbus Avenue
New York, NY 10023
Tel: 212-456-5900
Web: www.abcnews.com

20/20 (ABC News)
147 Columbus Avenue
New York, NY 10023
Tel: 212-456-2020
E-mail: 2020@abcnews.com

CBS Evening News
524 West 57th Street
New York, NY 10019
Tel: 212-975-3693
Web: www.cbs.com

CBS This Morning
524 West 57th Street
New York, NY 10019
Tel: 212-974-2824, Fax: 212-975-2115

CNN
One CNN Center
Box 105366
Atlanta, GA 30348-5366
Tel: 404-827-1500
Web: www.cnn.com

CNN Washington Bureau
820 First Street, NE
Washington, DC 20002
Tel: 202-898-7900, Fax: 202-898-7565

CNN Crossfire
820 First Street, NE
Washington, DC 20002
Tel: 202-898-7900, Fax: 202-898-7565

Dateline NBC
30 Rockefeller Plaza
New York, NY 10112
Tel: 212-664-4444
E-mail: dateline@news.nbc.com
Web: www.nbc.com

Face The Nation
CBS News
202 M Street, NW
Washington, DC 20036
Tel: 202-457-4481

Fox News
1211 Avenue of the Americas
New York, NY 10036
Tel: 212-301-3000
Viewer services: 310-369-3066

Larry King Live
820 First Street, NE
Washington, DC 20002
Tel: 202-898-7900 (CNN)

Meet the Press
NBC News
4001 Nebraska Avenue, NW
Washington, DC 20016
Tel: 202-885-4598, Fax: 202-966-4544

NBC Nightly News
30 Rockefeller Plaza
New York, NY 10112
Tel: 212-664-4971
E-mail: nightly@msnbc.com

Nightline ABC News
1717 DeSales, NW
Washington, DC 20036
Tel: 202-222-7777
E-mail: niteline@abc.com

Public Broadcasting System
1320 Braddock Place
Alexandria, VA 23314
Tel: 703-739-5000

60 Minutes
CBS News
524 West 57th Street
New York, NY 10019
Tel: 212-975-2006, Fax: 212-975-2019

The News Hour with Jim Lehrer
Public Broadcasting System
3620 South 27th Street
Arlington, VA 22206
Tel: 703-998-2111

Today Show
NBC News
30 Rockefeller Plaza
New York, NY 10112
Tel: 212-664-4249
E-mail: today@msnbc.com

Washington Week in Review
WETA-TV
2775 South Quincy Street
Arlington, VA 22206
Tel: 703-998-2884

PRINT MEDIA: MAGAZINES, NEWSPAPERS, SYNDICATES

Associated Press
50 Rockefeller Plaza
New York, NY 10020
Tel: 212-621-1500, Fax: 212-621-1679

Associated Press
Washington Bureau, Print
2021 K Street, NW
Washington, DC 20006
Tel: 202-776-9400

Boston Globe
P. O. Box 2378
Boston, MA 02107
Tel: 617-929-2000

Business Week
1221 Avenue of Americas
New York, NY 10020
Tel: 212-512-2511
Web: www.businessweek.com

Cartoonist & Writers Syndicate
67 Riverside Drive, Suite 1D
New York, NY 10024
Tel: 212-227-8666
E-mail: cws@cartoonweb.com
Web: www.cartoonweb.com

Chicago Tribune
435 North Michigan Avenue
Chicago, IL 60611
Tel: 312-222-3232

Creators Syndicate
5777 W. Century Blvd., Suite 700
Los Angeles, CA 90045
Tel: 310-337-7003

Dallas Morning News
P. O. Box 655237
Dallas, TX 75265
Tel: 214-977-8222

Editor & Publisher
11 West 19th Street
New York, NY 10011
Tel: 212-675-4380, Fax: 212-929-1259
E-mail: Edpub@mediainfo.com
Web: www.mediainfo.com

Gannett Wire Service
1000 Wilson Blvd.
Arlington, VA 22229
Tel: 703-276-5800, Fax: 703-558-3902

King Features Syndicate
235 East 45th Street
New York, NY 10017
Tel: 212-455-4000

Knight Ridder Tribune Wire
529 14th Street, NW
Washington, DC 20045
Tel: 202-383-6095, Fax: 202-393-2460

Los Angeles Times
Times-Mirror Square
Los Angeles, CA 90053
Tel: 800-528-4637, Fax: 213-237-5000

Los Angeles Times Syndicate
218 South Spring Street
Los Angeles, CA 90012
Tel: 213-237-7987

The New York Times
229 West 43rd Street
New York, NY 10036
Tel: 212-556-1234
Web: www.nytimes.com

The New York Times
Washington Bureau
1627 Eye Street, NW
Washington, DC 20006
Tel: 202-862-0300 Fax 202-862-0340

Newsweek
251 West 57th Street
New York, NY 10019
Tel: 212-445-4000, Fax: 212-445-5102

Parade Publications
711 Third Avenue
New York, NY 10017
Tel: 212-450-7000, Fax: 212-450-7284
Web: www.parade.com

Philadelphia Inquirer
400 North Broad Street
Philadelphia, PA 19101
Tel: 215-854-4500

Reuters Information Service
199 Water Street
New York, NY 10038
Tel: 212-859-1610, Fax: 212-859-1616

Time
Time & Life Bldg.
Rockefeller Center
New York, NY 10020
Tel: 212-522-1212

TV Guide
4 Radnor Corporate Center
Radnor, PA 19088
Tel: 610-293-8500
Web: www.tvguide.com

USA Today
1000 Wilson Boulevard
Arlington, VA 22229
Tel: 703-276-3400
Web: www.usatoday.com

USA Today
New York Bureau
535 Madison Avenue
New York, NY 10022
Tel: 212-715-5410
Web: www.usatoday.com

U.S. News & World Report
2400 N Street, NW
Washington, D.C. 20037
Tel: 202-955-2000
Web: www.usnews.com

Wall Street Journal
200 Liberty Street
New York, NY 10281
Tel: 212-416-2000, Fax: 212-416-2658

The Washington Post
1150 15th Street, NW
Washington, DC 20071
Tel: 202-334-6000

FILM & TELEVISION PRODUCTION COMPANIES

Amblin' Entertainment (Spielberg)
100 Universal City Plaza
Bungalow 477
Universal City, CA 91608
Tel: 818-733-7000

Columbia Pictures
10202 West Washington Boulevard
Culver City, CA 90232
Tel: 310-244-4000

Culver Studios
9336 West Washington Boulevard
Culver City,CA 90232
Tel: 310-202-3527

Walt Disney Company
500 South Buena Vista Street
Burbank, CA 91521
Tel: 818-560-1000

DreamWorks SKG
100 Universal City Plaza
Universal City, CA 91608
Tel: 818-733-7000

Fox Productions
10201 West Pico Boulevard
Los Angeles, CA 90035
Tel: 310-369-1000

Imagine Entertainment
9465 Wilshire Boulevard, 7th Floor
Beverly Hills, CA 90212
Tel: 310-858-2000

Miramax Films
7966 Beverly Boulevard
Los Angeles, CA 90048
Tel: 323-951-4200

MGM Studios
2500 Broadway Street
Santa Monica, CA 90404-3061
Tel: 310-449-3000

Paramount Pictures
5555 Melrose Avenue
Hollywood, CA 90038-3197
Tel: 323-956-5000

Sony Entertainment
10202 West Washington Boulevard
Culver City, CA 90232
Tel: 310-244-4000

Universal Studios
100 Universal City Plaza
Universal City, CA 91608
Tel: 818-777-1000

Warner Bros.
4000 Warner Boulevard
Burbank, CA 91522
Tel: 818-954-6000

For More Information

A growing number of groups are working to eradicate stigma and discrimination. At the same time, researchers are providing better understanding of the prevalence of stigma and discrimination and their effects.

This section furnishes links to groups with a common interest in the impact of widespread misperceptions on people who are coping with and recovering from mental illnesses.

Included is a list of informative books, including "how-to" guides for working with the media.

Resources listed in this document do not constitute an endorsement by CMHS/SAMHSA/HHS, nor are these resources exhaustive. Nothing is implied by an organization not being referenced.

MENTAL HEALTH ORGANIZATIONS WITH AN ANTI-STIGMA/ ANTI-DISCRIMINATION FOCUS

FEDERAL

Center for Mental Health Services
Substance Abuse and Mental Health Services Administration
Office of External Liaison
5600 Fishers Lane, Room 15-99
Rockville, MD 20857
Tel: 301-443-2792, Fax: 301-443-5163

Center for Mental Health Services
Substance Abuse and Mental Health Services Administration
Knowledge Exchange Network
P. O. Box 42490
Washington, DC 20015
Tel: 800-789-CMHS (2647), TTY 301-443-9006
E-mail: ken@mentalhealth.org
Web: www.mentalhealth.org

National Institute of Mental Health
Anxiety Disorders Education Program
Depression Education Program
6001 Executive Blvd, R8184, MSC9663
Bethesda, MD 20892-9663
Tel: 301-443-4513, Fax: 301-443-4279
E-mail: nimhinfo@nih.gov
Web: www.nimh.nih.gov

NON-GOVERNMENT

Advocacy Unlimited
300 Russell Road
Wethersfield, CT 06107
Tel: 860-667-0460, Fax: 860-667-2240

Anti-Stigma Project
1521 South Edgewood Street, Suite C
Baltimore, MD 21227
Tel: 410-646-0262, 800-704-0262
Fax: 410-646-0264
E-mail: anti-stigma@usa.net
Web: www.onourownmd.org

Breaking the Silence (Lesson Plans)
c/o NAMI New York State
260 Washington Avenue
Albany, NY 12210
Tel: 518-462-2000, Fax: 518-462-3811
E-mail: naminys@knick.net

The Carter Center
Mental Health Program
One Copenhill 453 Freedom Parkway
Atlanta, GA 30307
Tel: 404-420-5156, Fax: 404-420-5158
E-mail: carterweb@emory.edu
Web: www.cartercenter.org

Center for Psychiatric Rehabilitation
Boston University
930 Commonwealth Avenue West
Boston, MA 02215
Tel: 617-353-3549, Fax: 617-353-7700
E-mail: psyrehab@bu.edu
Web: www.bu.edu/sarpsych

CONTAC (Consumer Organization and Networking Technical Assistance Center)
West Virginia Mental Health Consumers Association
1036 Quarrier Street, Suite 208A
Charleston, WV 25301
Tel: 304-346-9992, Fax 304-345-7303
E-mail: contac@contac.org
Web: http://www.contac.org

Erasing the Stigma of Mental Illness
2047 El Cajon Boulevard
San Diego, CA 92104
Tel: 619-543-0412, Fax: 619-543-0748
E-mail: mhasd@flash.net

Give Me Shelter (GMS Arts Education)
4604 North Saginaw Road, Suite L
Midland, MI 48640
Tel: 517-631-2493, Fax: 517-631-2496
E-mail: shelter@midglad.cog.mi.us

IAPSRS (International Association of Psycho-Social Rehabilitation Services)
10025 Gov. Warfield Parkway, #301 Columbia, MD 21044-3357
Tel: 410-730-7190, Fax: 410-730-5965
E-mail: general@iapsrs.org
Web: www.iapsrs.org

Lichtenstein Creative Media, Inc.
1600 Broadway, Suite 601
New York, NY 10019
Tel: 212-765-6600
E-mail: lcm@lcmedia.com
Web: www.lcmedia.com

Massachusetts Anti-Stigma Campaign
242 Oak Street
Holyoke, MA 01040
Tel: 413-536-8588, Fax: 413-534-0111
E-mail: antistigma@aol.com

NAMI Anti-Discrimination Campaign
Colonial Place Three
2107 Wilson Blvd., 3rd Floor
Arlington, VA 22201
Tel: 800-950-6264, 703-524-7600
Fax: 703-524-9094
Web: www.nami.org

National Artists for Mental Health, Inc.
23 Walker Way
Albany, NY 12205
Tel: 1-800-413-4761, Fax: 518-869-6127
E-mail: namh@wsg.net
Web: www.wsg.net/namh

National Depressive & Manic-Depressive Association
730 North Franklin Street, Suite 501
Chicgao, IL 60610
Tel: 1-800-826-3632, Fax: 312-642-7243
Web: www.ndmda.org

National Empowerment Center
599 Canal Street
Lawrence, MA 01840
Tel: 978-685-1518, 1-800-power2u
Fax: 978-681-6426
Web: www.power2u.org/

National Mental Health Association
1021 Prince Street
Alexandria, VA 22314
Tel: 703-838-7528, 800-969-6642
Fax: 703-684-5968
Web: www.nmha.org

National Mental Health Awareness Campaign
750 17th Street, NW, Suite 1100
Washington, D C 20006
Tel: 202-778-2309, Fax: 202-778-2330
E-mail: nostigma@hotmail.com

National Mental Health Consumers' Self-Help Clearinghouse
1211 Chestnut Street, Suite 1100
Philadelphia, PA 19107
Tel: 800-688-4226, Fax: 215-636-6310
E-mail: info@mhselfhelp.org
Web: www.mhselfhelp.org

National Stigma Clearinghouse
245 Eighth Avenue, #213
New York, NY 10011
Tel: 212-255-4411
E-mail: stigmanet@webtv.net
Web: http://community.webtv.net/stigmanet

Pathways to Promise
5400 Arsenal Street
St. Louis, MO 63139-1494
Tel: 314-644-8400, Fax: 314-644-8834
E-mail: pathways@inlink.com
Web: www.pathways2promise.org

Reclamation (Positive Visibility)
2502 Waterford Drive
San Antonio, TX 78217
Tel: 210-822-3569

FOR MORE INFORMATION

Stamp Out Stigma (SOS)
1572 Winding Way, #A
Belmont, CA 94002
Tel: 650-592-2345
E-mail: carmensos@aol.com

University of Chicago Center for Psychiatric Rehabilitation
7230 Arbor Drive
Tinley Park, IL 60477
Tel: 708-614-4770
E-mail: p-corrigan@uchicago.edu
Web: www.ucpsychrehab.org

INFORMATION ON THE INTERNET

The information below is subject to change and the addition of new sites. Use Internet search engines to find additional anti-stigma and anti-discrimination information on the Internet.

FEDERAL

Center for Mental Health Services Substance Abuse and Mental Health Services Administration Knowledge Exchange Network (KEN)
www.mentalhealth.org

National Institute of Mental Health Home Page
www.nimh.nih.gov
Site of National Institutes of Health/National Institute of Mental Health (NIH/NIMH).

U. S. Surgeon General
www.surgeongeneral.gov
Publications and information on health issues.

NON-GOVERNMENT

Center for Psychiatric Rehabilitation
www.bu.edu/sarpsych
Research and training at Boston University.

Cultural Environment Movement
http://cemnet.org
A site for advocates for media diversity.

Lichtenstein Creative Media
www.lcmedia.com
A radio and documentary film producer.

MadNation
www.madnation.org
Advocacy news, opinion pieces, links.

MISANITY Home Page
www.misanity.org
Ohio-based consumers, ex-patients, survivors.

NAMI Electronic Stigma Alerts
www.nami.org/campaign/stigmabust.html
Register here to receive NAMI stigma alerts.

National Artists for Mental Health
www.wsg.net/namh
Site of "Pillows of Unrest" anti-stigma project.

National Empowerment Center
www.power2u.org
A consumer, ex-patient/survivor organization.

National Mental Health Assoc. Stigma Watch
www.nmha.org/newsroom/stigma
Sign up here for NMHA Stigma Alerts.

National Mental Health Consumers' Self-Help Clearinghouse
www.mhselfhelp.org
A consumer, ex-patient/survivor organization.

National Stigma Clearinghouse
http://community.webtv.net/stigmanet
Anti-stigma links and news briefs.

On Our Own of Maryland
www.onourownmd.org
Anti-stigma training and education programs.

Open the Doors
www.openthedoors.com
Campaign of the World Psychiatric Association.

Otto Wahl's Home Page
http://mason.gmu.edu/owahl/INDEX.HTM
An anti-stigma resource site.

Pathways to Promise
www.pathways2promise.org
A guide to interfaith ministries.

University of Chicago Center for Psychiatric Rehabilitation
www.ucpsychrehab.org
Research and training programs.

RESEARCHERS INTERESTED IN STIGMA AND DISCRIMINATION

The purpose of this list, first, is to let you know who are researchers currently working in the area of mental health and social inclusion. Second, it is to enable you to refer members of the media to nationally known experts who can provide accurate, research-based information.

Campbell, Jean
Missouri Institute of Mental Health
Program in Consumer Studies and Training
5400 Arsenal Street
St. Louis, MO 63139
Tel: 314-644-7829
E-mail: campbelj@mimh.edu
Web: cstprogram.org

Corrigan, Patrick W.
University of Chicago
Center for Psychiatric Rehabilitation
7320 Arbor Drive
Tinley Park, IL 60477
Tel: 708-614-4770
E-mail: p-corrigan@uchicago.edu
Web: www.ucpsychrehab.org

Estroff, Sue E.
University of North Carolina
Deptartment of Social Medicine
School of Medicine
Campus Box 7240
Chapel Hill, NC 27599
Tel: 919-843-8076
E-mail: see@med.unc.edu

Farina, Amerigo
University of Connecticut
Deptartment of Psychology, U-20
Storrs, CT 06269-1020
Tel: 860-486-4929
E-mail: farina@psych.psy. uconn.edu

Gerbner, George
Cultural Environment Movement
234 Golf View Road
Ardmore, PA 19003
Tel/Fax: 610-642-3061
E-mail: ggerbner@nimbus.temple.edu

Hiday, Virginia Aldigé
North Carolina State University
Department of Sociology, Box 8107
State University
Raleigh, NC 27695
Tel: 919-515-3114
E-mail: ginny_hiday@ncsu.edu

Lidz, Charles
University of Massachusetts
Department of Psychiatry
55 Lake Avenue, North
Worcester, MA 01655
Tel: 508-856-8716
E-mail: Chuck.Lidz@umassmed.edu

Link, Bruce G.
Columbia University
Department of Epidemiology
100 Haven Ave., Apt. 31D
New York, NY 10032
Tel: 212-928-0631
E-mail: bgl1@columbia.edu

FOR MORE INFORMATION

Markowitz, Fred E.
Northern Illinois University
Department of Sociology
DeKalb, IL 60115
E-mail: fredm@sun.soci.niu.edu

Monahan, John
University of Virginia
School of Law
580 Massie Road
Charlottesville, VA 22903
Tel: 804-924-3632
E-mail: jmonahan@virginia.edu
Web: http://ness.sys.virginia. edu/macarthur/

Penn, David L.
University of North Carolina
Department of Psychology
Campus Box 3270
Chapel Hill, NC 27599
Tel: 919-843-7514
E-mail: dpenn@email.unc.edu

Pescosolido, Bernice
Indiana University
Department of Sociology
744 Ballantine Hall
Bloomington, IN 47405
Tel: 812-855-3841
E-mail: pescosol@indiana.edu

Phelan, Jo
Columbia University
Department of Sociomedical Sciences
600 West 168th Street
New York, NY 10032
Tel: 212-305-0406
E-mail: jcp13@columbia.edu

Rosenfield, Sarah
Rutgers University
Institute for Healthcare Policy Research
30 College Avenue
New Brunswick, NJ 08903
Tel: 732-932-6636

Safran, Stephen P.
Ohio University
College of Education
Athens, OH 45701
Tel: 740-593-4434
E-mail: safran@ohiou.edu

Steadman, Henry J.
Policy Research Associates
262 Delaware Avenue
Delmar, NY 12054
Tel: 800-444-7415

Streuning, Elmer L.
Columbia University
Deptartment of Epidemiology
100 Haven Ave., Apt. 31D
New York, NY 10032
Tel: 212-928-0631

Stueve, Ann
Columbia University
Division of Epidemiology, PH 18
600 West 168th Street
New York, NY 10032
Tel: 212-305-6718
E-mail: cas11@columbia.edu

Teplin, Linda
Northwestern University
Medical School Psycho-Legal Studies Program
710 N. Lakeshore Drive, Rm 700
Chicago, IL 60611
Tel: 312-503-3500

Wahl, Otto F.
George Mason University
Department of Psychology
Fairfax, VA 22030
Tel: 703-993-1361
Web: http://mason.gmu. edu/owahl/INDEX.HTM

A SHORT LIST OF BOOKS

Carter, Rosalynn. ***Helping Someone with Mental Illness.*** (New York, NY: Times Books/Random House, 1998)

Mrs. Carter's concern about the adverse effects of prejudice pervades this informative book. It furnishes resource lists of books, information clearinghouses, Web sites, and a directory of organizations.

Deterline, Kim. ***Media Activist Tool Kit To Challenge Myths and Stereotypes In The News.*** (San Francisco, CA: We Interrupt This Message, 1997)

Topics include how to detect bias in the news, how to communicate with journalists, how to write a letter to the editor, how to meet with news management, and how to organize a demonstration. A tip-sheet format makes it easy to photocopy individual pages for use in meetings, mailings, and other situations that urge media action.

Fink, Paul Jay and Tasman, Alan, editors. ***Stigma and Mental Illness*** (Washington, D.C.: American Psychiatric Press, 1992)

First-person accounts of stigma open this book. There are chapters on attitudes toward mental illness in ancient Greece, medieval and renaissance Europe, and 19th century United States. There are also chapters on the stigma of psychiatric hospitalization and how it affects people, on the attitudes of medical students, and on the stigmatization of psychiatrists.

Philo, Greg, editor. ***Media and Mental Distress.*** The Glasgow University Media Group (New York: Addison Wesley Longman, Inc., 1996)

This book is a product of research conducted by the Glasgow University Media Group on the media and mental health/mental illness in Britain. Its central theme is the routine stigmatization of mental illness by the media and how these images affect the public, caregivers, and mental health survivors.

Shapiro, Joseph P. ***No Pity: People With Disabilities Forging A New Civil Rights Movement.*** (New York: Times Books/Random House, 1994)

This book chronicles the birth of the independent living movement and its progress alongside the civil rights struggles of other minorities.

Salzman, Jason. ***Making The News. A Guide For Nonprofits And Activists.*** (Boulder, CO: Westview Press, 1998)

This handbook, based on interviews with activists and journalists, explains how to generate news coverage about any worthy cause or issue. It tells how to plan media events, write press releases, contact reporters, deliver sound bites, lobby editorial writers, and more.

FOR MORE INFORMATION

Wallack, Lawrence et.al. ***Media Advocacy and Public Health. Power for Prevention.*** (Newbury, CA: Sage Publications, 1993)

This book examines the role of the media in framing public health debates. The chapters that lay out the theoretical underpinnings of mass communication as a tool for change are of interest to serious students of public health and safety.

Wahl, Otto F. ***Media Madness: Public Images of Mental Illness.*** (New Brunswick, NJ: Rutgers University Press, 1995)

This book about media images of psychiatric conditions draws its examples from entertainment, advertising, and the news. Dr. Wahl's analysis of the stereotypes is also a plea for change.

Wahl, Otto F. ***Telling Is Risky Business: Mental Health Consumers Confront Stigma.*** (New Brunswick, NJ: Rutgers University Press, 1999)

The experience of stigma and discrimination is told in the words of mental health consumers in Dr. Wahl's second book. Information about coping strategies, resources, and what mental health consumers would like the public to understand about their vulnerabilities are highlights of this unique book.

Conclusion

The eradication of stigma and discrimination associated with mental illness has never been closer. The landmark report, *Mental Health: A Report of the Surgeon General*, issued in December, 1999, by U. S. Surgeon General David Satcher, places the issue high on the public agenda. Dr. Satcher's call for action both reflected and has invigorated a growing momentum to address the harm that prejudice and discrimination inflict upon millions of Americans.

Anti-stigma/anti-discrimination work and public education of all kinds are valuable and in critically short supply. Activists can have an effect through media-based public awareness campaigns, education efforts directed toward selected audiences such as children and businesses, speakers' bureaus, community special events, and civic gatherings with presentations by advocates, mental health consumers, and expatients/survivors.

Information about annual and multi-year public awareness campaigns can be obtained from SAMHSA/Center for Mental Health Services, NIH/National Institute of Mental Health, the National Mental Health Association, the National Alliance for the Mentally Ill, from organizations listed in this guide, and from advocacy groups in your community. Through persistent, combined efforts, the mental health community can lead public opinion away from stereotypic thinking.

Sources

SOURCES FOR "INTRODUCTION"

[1] George Gerbner. (1993). "Images that Hurt: Mental Illness in the Mass Media," *The Journal of the California Alliance for the Mentally Ill*, vol. 4:1, pp. 17–20.

[2] Steven E. Hyler, Glen O. Gabbard, Irving Schneider. (1991). "Homicidal Maniacs and Narcissistic Parasites: Stigmatization of Mentally Ill Persons in the Movies," *Hospital and Community Psychiatry*, vol. 42:10, pp. 1044–1048.

[3] Otto F. Wahl. (1995). *Media Madness: Public Images of Mental Illness*. New Brunswick, NJ: Rutgers University Press, pp. 169–179.

[4] Russell E Shain and Julie Phillips. (1991). "The Stigma of Mental Illness: Labeling and Stereotyping in the News." In L. Wilkins and P. Patterson (eds.), *Risky Business: Communicating Issues of Science, Risk, and Public Policy*, Westport, CN: Greenwood Press, pp. 61–74.

[5] Health Education Authority. (1997). *Making Headlines: Mental Health and the National Press*. Health Education Authority, London.

[6] Matthias C. Angermeyer and Beate Schulz. (In press). "Reinforcing Stereotypes: The Focus on Forensic Cases in News Reporting and its Influence on Public Attitudes," *International Journal of Law and Psychiatry*.

[7] ABC television. (January 16, 1994). *Out of Darkness*.

[8] NBC television. (August 20, 1999). "A Schizophrenic's New Awakening," *Dateline NBC*.

[9] Tom Masland. (July 15, 1996). "A Master of Melody," *Newsweek*.

[10] Clark Brooks. (January 9, 1997). "The Longest Drive," *The San Diego Union-Tribune*.

[11] Sylvia Nasar. (November 13, 1994). "The Lost Years of a Nobel Laureate," *The New York Times*.

[12] Michael Winerip. (May 23, 1999). "Bedlam on the Streets," *The New York Times Magazine*.

[13] U.S. Department of Health and Human Services. (1999). *Mental Health: A Report of the Surgeon General*. U. S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services, National Institutes of Health, National Institute of Mental Health, Rockville, Maryland. Preface.

SOURCES FOR "INFORMATION YOU CAN USE IN LETTERS"

[1] U.S. Department of Health and Human Services. (1999). *Mental Health: A Report of the Surgeon General*. U. S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services, National Institutes of Health, National Institute of Mental Health, Rockville, Maryland. p. 46.

[2] *Ibid.*, p. 8.

[3] *Ibid.*, p. 366.

SOURCES

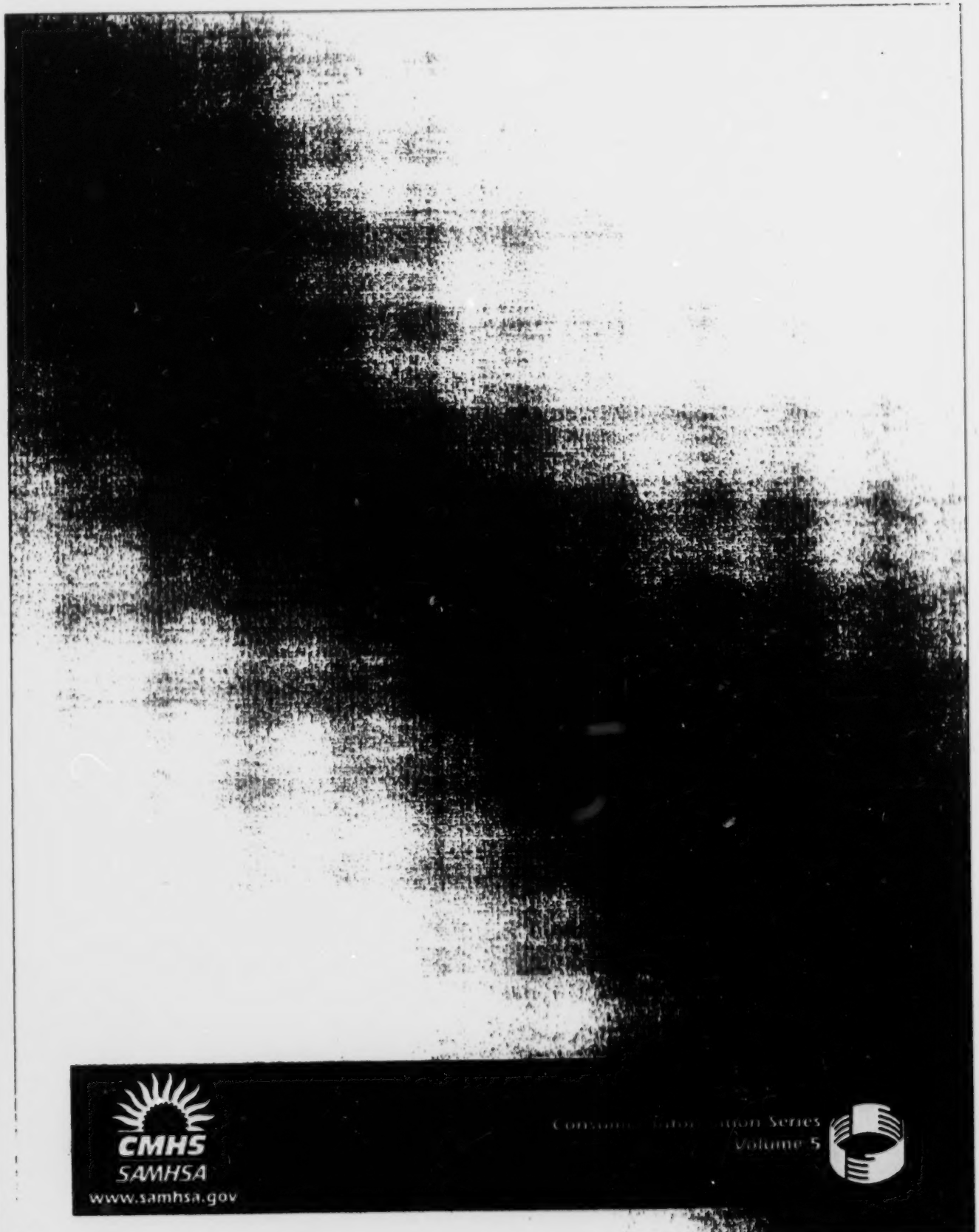
[4] National Institute of Mental Health. (2000). *The Invisible Disease — Depression.* Web site: http://www.nimh.nih.gov

[5] Steven E. Hyman. (February 8, 2000). Statement to Senate Appropriations Committee, Subcommittee on Labor, Health, and Human Services and Education. Web site: http://www.nimh.nih.gov

[6] National Depressive and Manic-Depressive Association. (1998). *A Guide to Depressive and Manic-Depressive Illness.* p. 5.

[7] *Ibid.*, p. 9.

[8] National Institute of Mental Health. (2000). *Going to Extremes.* Web site: http://www.nimh.nih.gov



BEST COPY AVAILABLE